

**UNCLASSIFIED/ FOR OFFICIAL USE ONLY**

**Subject:** GUIDANCE FOR IMPLEMENTATION OF THE CHIEF OF STA... **Originator:** Amy.Downing **DTG:** 141636Z Apr 10

**Subject:** GUIDANCE FOR IMPLEMENTATION OF THE CHIEF OF STAFF, ARMY (CSA) SUPPLY EXCELLENCE AWARD (SEA) AND AWARD CEREMONY FOR CALENDAR YEAR

**Originator:** Amy.Downing

**DTG:** 141636Z Apr 10 **Precedence:** Priority **DAC:** NONE

**To:** /c=US/o=U.S. Government/ou=DoD/ou=Army/ou=Organizations/l=CONUS/l=WASHINGTON DC/ou=DA PENTAGON TELECOMMUNICATIONS(uc)/ou=ALARACT RELEASE AUTHORITY(uc)

THIS MESSAGE HAS BEEN SENT BY THE PENTAGON TELECOMMUNICATIONS CENTER ON BEHALF OF DA WASHINGTON DC // DALO-SU // FOR THE HQDA G-4.

CLASSIFICATION: UNCLASSIFIED // FOR OFFICIAL USE ONLY NONE

PRECEDENCE: P

DTG: 141636Z APR 10

FROM: DA WASHINGTON DC // DALO-ZA //

TO: ALARACT

SUBJECT: GUIDANCE FOR IMPLEMENTATION OF THE CHIEF OF STAFF, ARMY (CSA) SUPPLY EXCELLENCE AWARD (SEA) AND AWARD CEREMONY FOR CALENDAR YEAR 2011 (CY11)

1. (U) REFERENCES:

1.A. (U) ARMY REGULATION (AR) 5-1, ARMY MANAGEMENT PHILOSOPHY.

1.B. (U) AR 40-61, MEDICAL LOGISTICS POLICIES AND PROCEDURES.

1.C. (U) AR 710-2, SUPPLY POLICY BELOW THE NATIONAL LEVEL.

1.D. (U) AR 735-5, POLICIES AND PROCEDURES FOR PROPERTY ACCOUNTABILITY.

1.E. (U) DEPARTMENT OF THE ARMY (DA) PAMPHLET 710-2-1, USING UNIT SUPPLY SYSTEM MANUAL PROCEDURES.

1.F. (U) DA PAMPHLET 710-2-2, SUPPLY SUPPORT ACTIVITY SYSTEM MANUAL PROCEDURES.

2. (U) PURPOSE: THIS MESSAGE PRESCRIBES REQUIREMENTS AND PROCEDURES FOR ADMINISTRATION OF THE 2010 CSA SEA PROGRAM. GENERAL GUIDANCE IS CONTAINED IN APPENDIX G OF AR 710-2.

3. (U) GENERAL: THE SEA IS A TOTAL ARMY PROGRAM OPEN TO ACTIVE COMPONENT (AC), ARMY NATIONAL GUARD (ARNG), AND U.S. ARMY RESERVE (USAR) UNITS AT BATTALION, COMPANY, BATTERY, TROOP, OR DETACHMENT LEVEL; FOR BOTH MODIFIED TABLE OF ORGANIZATION AND EQUIPMENT (MTOE) AND TABLE OF DISTRIBUTION AND ALLOWANCES (TDA) ORGANIZATIONS. THE SEA AWARD CEREMONY IN CY11 WILL AGAIN BE COMBINED WITH THE ARMY AWARD FOR MAINTENANCE EXCELLENCE (AAME) AND DEPLOYMENT EXCELLENCE AWARD (DEA) PROGRAMS UNDER THE COMBINED LOGISTICS EXCELLENCE AWARD (CLEA) PROGRAM. THE CLEA CEREMONY WILL RECOGNIZE REPRESENTATIVES FROM THE U.S. ARMY'S BEST UNITS AND AGENCIES, AT WHICH

PLAQUES WILL BE PRESENTED TO THE WINNERS AND RUNNERS-UP IN EACH CATEGORY.

4. (U) OBJECTIVES: THE SEA PROGRAM OBJECTIVE IS TO ENHANCE LOGISTICS READINESS AND SUPPLY EFFECTIVENESS. THE SEA PROVIDES A POSITIVE INCENTIVE FOR EXTRAORDINARY SUPPLY OPERATIONS, PROPERTY ACCOUNTABILITY, AND RESOURCE MANAGEMENT, WHILE ENHANCING AWARENESS OF THE ARMY COMMAND SUPPLY DISCIPLINE PROGRAM (CSDP). IT ALSO PROVIDES A FORUM FOR RECOGNITION OF PERFORMANCE, IMPROVEMENTS, INITIATIVES, AND SUPPLY OPERATIONS AT THE ORGANIZATIONAL AND DIRECT SUPPORT LEVELS.

5. (U) RESPONSIBILITIES:

5.A. (U) THE HEADQUARTERS, DEPARTMENT OF THE ARMY (HQDA) G-4 WILL PROVIDE PROGRAM FUNDING AND OVERALL ADMINISTRATION AND SUPERVISION OF SEA.

5.B. (U) COMMANDING GENERAL (CG), U.S. ARMY QUARTERMASTER SCHOOL (USAQMS) WILL:

5.B.1. (U) SERVE AS THE RESPONSIBLE AGENT FOR ADMINISTRATION OF SEA.

5.B.2. (U) ESTABLISH EVALUATION CRITERIA FOR THE PROGRAM.

5.B.3. (U) ESTABLISH ON-SITE EVALUATION TEAMS THAT CONDUCT EVALUATIONS OF NOMINATED UNITS FROM ARMY COMMANDS (ACOM'S), ARMY SERVICE COMPONENT COMMANDS (ASCC'S), AND DIRECT REPORTING UNITS (DRU'S).

5.B.4. (U) RECOMMEND WINNERS AND RUNNERS-UP IN EACH CATEGORY.

5.B.5. (U) ASSIST HQDA G-4 IN PREPARATION AND CONDUCT OF THE CSA CLEA PROGRAM.

5.C. (U) CHIEF, NATIONAL GUARD BUREAU (NGB) WILL PROVIDE QUALIFIED MEMBERS FOR THE EVALUATION TEAM, AS REQUIRED.

5.D. (U) CHIEF, USAR, WILL PROVIDE QUALIFIED MEMBERS FOR THE EVALUATION TEAM, AS REQUIRED.

5.E. (U) COMMANDERS OF ACOM'S, ASCC'S, AND DRU'S WILL ESTABLISH AN EVALUATION PROGRAM THAT RECOGNIZES UNITS PARTICIPATING IN ALL LEVELS OF THIS PROGRAM.

6. (U) THE SEA PROGRAM IS STRUCTURED TO ALLOW LIKE UNITS TO COMPETE AGAINST EACH OTHER. THE LEVELS OF COMPETITION ARE:

6.A. (U) LEVEL I USER LEVEL (COMMAND SUPPLY DISCIPLINE PROGRAM (CSDP) TABLE B-1): COMPANY/BATTERY/TROOP/DETACHMENT. UNITS WHO PERFORM THE FUNCTIONS OUTLINED IN CSDP TABLE B-1 QUALIFY FOR COMPETITION IN THIS LEVEL. THERE ARE TWO LEVELS OF COMPETITION. NOMINATED UNITS WILL COMPETE IN EITHER THE MTOE OR THE TDA LEVEL AS FOLLOWS:

6.A.1. (U) LEVEL 1 (A) MTOE UNITS.

6.A.2. (U) LEVEL 1 (B) TDA UNITS.

6.B. (U) LEVEL II PROPERTY BOOK OFFICER (PBO) (CSDP TABLE B-2). ACTIVITIES WITH AN APPOINTED PBO IAW AR735-5, PERFORMING THE FUNCTIONS OUTLINED IN CSDP TABLE B-2 MAY BE NOMINATED AT THIS LEVEL. UNITS COMPETING

IN THIS LEVEL MAY ALSO NOMINATE THEIR UNITS/ORGANIZATIONS IN LEVELS I, III, AND IV FOR INDEPENDENT EVALUATION. THERE ARE TWO LEVELS OF COMPETITION. NOMINATED PROPERTY BOOK UNITS WILL COMPETE AT EITHER THE MTOE OR TDA LEVEL AS FOLLOWS:

6.B.1. (U) LEVEL II (A) MTOE PBO OPERATIONS.

6.B.2. (U) LEVEL II (B) TDA PBO OPERATIONS.

6.C. (U) LEVEL III PARENT ORGANIZATION LEVEL (CSDP TABLE B-3). UNITS COMPETING AT THIS LEVEL PERFORM THE FUNCTIONS OUTLINED IN CSDP TABLE B-3. THEY MAY NOT NOMINATE A SUBORDINATE UNIT FOR PARTICIPATION AT LEVEL I. ONE SUBORDINATE UNIT WILL BE INCLUDED IN THE EVALUATION OF THE ORGANIZATION. HOWEVER, ORGANIZATIONS COMPETING IN LEVEL III MAY NOMINATE OTHER ORGANIC ELEMENTS IN LEVELS II AND IV TO COMPETE AS SEPARATE ENTITIES. THERE ARE TWO LEVELS OF COMPETITION. NOMINATED ORGANIZATIONS WILL COMPETE AT EITHER THE MTOE OR THE TDA LEVEL AS FOLLOWS:

6.C.1. (U) LEVEL III (A) MTOE ORGANIZATION.

6.C.2. (U) LEVEL III (B) TDA ORGANIZATION.

6.D. (U) LEVEL IV SUPPLY SUPPORT ACTIVITY (SSA) (CSDP TABLE B-4/B-5). ACTIVITIES WITH AN APPOINTED STOCK RECORD OFFICER (SRO) IAW AR 735-5 PERFORMING THE FUNCTIONS OUTLINED IN CSDP TABLE B-4/B5 MAY BE NOMINATED FOR COMPETITION AT THIS LEVEL. THERE ARE TWO LEVELS OF COMPETITION. NOMINATED SSA'S WILL COMPETE AT EITHER THE MTOE OR TDA LEVEL AS FOLLOWS:

6.D.1. (U) LEVEL IV (A) MTOE SSA OPERATIONS.

6.D.2. (U) LEVEL IV (B) TDA SSA OPERATIONS.

7. (U) NOMINATION SUBMISSION.

7.A. (U) NOMINATIONS FOR SEA ARE LIMITED. AC, ARNG, AND USAR UNITS WILL COMPETE SEPARATELY AT EACH LEVEL.

7.B. (U) ACTIVE ACOM'S, LESS US ARMY FORCES COMMAND (FORSCOM); ASCC'S; AND DRU'S, LESS INSTALLATION MANAGEMENT COMMAND (IMCOM) MAY NOMINATE ONE ORGANIZATION FOR EACH LEVEL OF THE COMPETITION.

7.B.1. (U) FORSCOM MAY NOMINATE UP TO THREE COMPETITORS FOR LEVELS I THROUGH IV.

7.B.2. (U) IMCOM MAY NOMINATE UP TO TWO COMPETITORS FOR LEVELS I THROUGH IV.

7.C. (U) THE ARNG MAY NOMINATE ONE UNIT FROM EACH REGION AT EACH LEVEL OF THE COMPETITION.

7.D. (U) COMMANDS WITH THE U.S. ARMY RESERVE COMMAND (USARC) MAY NOMINATE UP TO FIVE USARC UNITS AT EACH LEVEL OF THE COMPETITION.

7.E. (U) NOMINATIONS WILL BE ACCEPTED FROM THE FOLLOWING ACOM'S, ASCC'S AND DRU'S:

7.E.1 (U) U.S. ARMY FORCES COMMAND

7.E.2 (U) U.S. ARMY TRAINING AND DOCTRINE COMMAND

7.E.3 (U) U.S. ARMY MATERIEL COMMAND

7.E.4 (U) U.S. ARMY AFRICA

7.E.5 (U) U.S. ARMY CENTRAL (THIRD ARMY)

7.E.6 (U) U.S. ARMY NORTH (FIFTH ARMY)

7.E.7 (U) U.S. ARMY SOUTH (SIXTH ARMY)

7.E.8 (U) U.S. ARMY EUROPE (SEVENTH ARMY)

7.E.9 (U) U.S. ARMY PACIFIC

7.E.10 (U) EIGHT ARMY

7.E.11 (U) U.S. ARMY SPECIAL OPERATIONS COMMAND

7.E.12 (U) U.S. ARMY SPACE AND MISSILE DEFENSE COMMAND/ARMY STRATEGIC COMMAND

7.E.13 (U) U.S. ARMY NETWORK ENTERPRISE TECHNOLOGY COMMAND/9TH SIGNAL COMMAND

7.E.14 (U) U.S. ARMY MEDICAL COMMAND

7.E.15 (U) U.S. ARMY INTELLIGENCE AND SECURITY COMMAND

7.E.16 (U) U.S. ARMY CRIMINAL INVESTIGATION COMMAND

7.E.17 (U) U.S. ARMY CORPS OF ENGINEERS

7.E.18 (U) U.S. ARMY MILITARY DISTRICT OF WASHINGTON

7.E.19 (U) U.S. ARMY TEST AND EVALUATION COMMAND

7.E.20 (U) UNITED STATES MILITARY ACADEMY

7.E.21 (U) U.S. ARMY RESERVE COMMAND

7.E.22 (U) ARMY NATIONAL GUARD REGION COORDINATORS

7.E.23 (U) U.S. ARMY ACQUISITION SUPPORT CENTER

7.E.24 (U) U.S. ARMY INSTALLATION MANAGEMENT COMMAND

7.F. (U) SUBMISSION OF NOMINATIONS. PROPER SECURITY CLASSIFICATION, DOWNGRADING INSTRUCTIONS, AND MAILING PROCEDURES WILL BE USED.

7.F.1. (U) ALL PARTICIPANTS (AC ACOM'S, ASCC'S, AND DRU'S; ARNG REGIONS; AND USAR COMMANDS) MUST SUBMIT A NOMINATION MEMORANDUM THROUGH COMMAND CHANNELS TO THE COMMANDANT, U.S. ARMY QUARTERMASTER SCHOOL (USQMS), ATTN: ATSM-OQMG-SE, FORT LEE, VA 23801-1621, SO AS TO ARRIVE NO LATER THAN 2 AUGUST 2010.

7.G. (U) NOMINATION PACKETS MAY BE SUBMITTED ELECTRONICALLY (DIGITAL SENDER/PDF), BUT THE AUTHORIZING OFFICIAL SIGNATURE MUST BE PRESENT.

7.G.1. (U) THE USARC MAY SUBMIT THEIR NOMINATIONS DIRECTLY TO THE USAQMS OR THROUGH THE AC COMMAND AT THE AC COMMAND'S DISCRETION.

7.G.2. (U) FOR ARNG, A COPY MUST ALSO BE FORWARDED TO NATIONAL GUARD READINESS CENTER, 111 SOUTH GEORGE MASON DRIVE, ARLINGTON, VA 22204, ATTN: NGB-ARL-C, DSN 327-7492.

7.G.3. (U) A COPY OF THE NOMINATION PACKET MUST BE FURNISHED TO THE OFFICE OF THE DEPUTY CHIEF OF STAFF, G-4 (ODCS, G-4), DIRECTORATE FOR SUPPLY, MAJOR END ITEMS DIVISION (DALO-SUE), 500 ARMY PENTAGON, WASHINGTON, D.C. 20310-0500.

7.H. (U) SUBMISSION OF NOMINATIONS IMPLIES CONSENT TO BE EVALUATED AND AUTHORIZES USAQMS SEA EVALUATORS TO COORDINATE DIRECTLY WITH NOMINATED UNITS. INTERMEDIATE COMMANDS MAY REQUEST INFORMATION COPIES OF CORRESPONDENCE. THIS REQUEST MUST BE SUBMITTED IN WRITING THROUGH THE COMMAND'S SEA POINT OF CONTACT (POC) AND ARRIVE AT THE USAQMS SEA OFFICE ALONG WITH THE NOMINATION PACKET.

7.I. (U) NOMINATED UNITS WHOSE MISSION, LOCATION, AND/OR UNIT DESIGNATION ARE CLASSIFIED WILL ENSURE THAT INFORMATION PROVIDED CAN BE USED IN NEWS RELEASES AND FOR PUBLICITY PURPOSES WITHOUT REQUIRING APPROVAL OF THE NOMINATING COMMAND.

7.J. (U) NOMINATING FORMAT FOR ALL PARTICIPATING UNITS (AC, ARNG, AND USAR). THE FOLLOWING INFORMATION MUST BE INCLUDED:

7.J.1. (U) UNIT DESIGNATION.

7.J.2. (U) TYPE OF UNIT (MTOE, TDA).

7.J.3. (U) LEVEL OF COMPETITION (I, II, III, IV).

7.J.4. (U) UNIT IDENTIFICATION CODE (UIC).

7.J.5. (U) DEPARTMENT OF DEFENSE ACTIVITY ADDRESS CODE (DODAAC).

7.J.6. (U) COMPLETE UNIT MAILING ADDRESS.

7.J.7. (U) UNIT'S PHYSICAL LOCATION (BUILDING NUMBER, STREET NAME/ NUMBER, CITY, AND STATE).

7.J.8. (U) COMMAND'S DESIGNATION.

7.J.9. (U) COMMAND'S POC.

7.J.9.A. (U) NAME (LAST, FIRST, MI)

7.J.9.B. (U) GRADE

7.J.9.C. (U) PHONE NUMBER (COMMERCIAL AND DSN)

7.J.9.D. (U) E-MAIL ADDRESS (AKO IS PREFERRED)

7.J.10. (U) UNIT POC/ALTERNATE POC (THESE INDIVIDUALS MUST BE AUTHORIZED TO COORDINATE DIRECTLY WITH SEA TEAM).

7.J.10.A. (U) NAME (LAST, FIRST, MI)

7.J.10.B. (U) GRADE

7.J.10.C. (U) PHONE NUMBER (COMMERCIAL AND DSN)

7.J.10.D. (U) E-MAIL ADDRESS (AKO IS PREFERRED)

7.J.11. (U) CHARGE OF QUARTERS/STAFF DUTY OFFICER (CQ/SDO) PHONE NUMBER (DSN AND COMMERCIAL).

7.J.12. (U) HIGHEST SECURITY CLEARANCE REQUIRED BY THE EVALUATORS TO ENTER FACILITIES.

7.J.13. (U) COUNTRY CLEARANCE REQUIREMENT(S).

8. (U) CRITERIA FOR EVALUATION.

8.A. (U) THE PRIMARY CRITERIA FOR EVALUATION ARE DEMONSTRATED SUCCESS IN SUPPLY OPERATIONS, MANAGEMENT, TRAINING PROGRAM AND RESOURCE MANAGEMENT RESPONSIBILITIES IN COMPLIANCE WITH THE ARMY'S STANDARD SUPPLY POLICIES AND PROCEDURES AND THE ARMY MANAGEMENT PHILOSOPHY. RECOMMENDATION FOR AWARDS WILL BE BASED SOLELY ON LOCATION EVALUATIONS. WINNING AND RUNNER-UP UNITS WILL RECEIVE PLAQUES AT THE ANNUAL CSA CLEA CEREMONY AND BANQUET.

8.B. UNITS MUST ATTAIN A TOTAL COMPOSITE SCORE OF 90% OR BETTER TO MEET THE CSDP AND SEA STANDARD TO BE AN ELIGIBLE AWARD WINNER, RUNNER-UP, OR HONORABLE MENTION UNIT. UNITS THAT ARE EVALUATED WHO ACHIEVE LESS THAN A 90% COMPOSITE SCORE WILL NOT BE ELIGIBLE. THE UNIT, IN EACH CATEGORY/LEVEL, THAT ACHIEVES THE HIGHEST SCORE, OVER 90%, WILL BE DECLARED THE "WINNER". A SECOND UNIT IN THE SAME CATEGORY THAT ACHIEVES A SCORE OVER 90%, BUT LESS THAN THE WINNER'S SCORE, WILL BE DECLARED THE "RUNNER-UP". SUBSEQUENT UNIT(S) IN THE SAME CATEGORY THAT ACHIEVE A SCORE OVER 90% AND WITHIN 2% OF THE RUNNER-UP WILL BE RECOGNIZED AS "HONORABLE MENTION" UNIT(S). IT IS POSSIBLE THAT SOME CATEGORIES/LEVELS MAY NOT HAVE A WINNER, RUNNER-UP, OR HONORABLE MENTION DEPENDING ON THE NUMBER OF UNITS IN EACH CATEGORY/LEVEL AND THEIR COMPOSITE SCORES. HONORABLE MENTION UNITS WILL NOT BE HONORED AT THE AWARD CEREMONY NOR WILL THE ODCS, G-4 FUND HONORABLE MENTION UNIT REPRESENTATIVES TO ATTEND THE AWARD CEREMONY.

8.C. (U) USAQMS WILL DEVELOP EVALUATION GUIDELINES AND SCORING CRITERIA WITHIN EACH LEVEL WILL. SCORES WILL NOT BE RELEASED OR PUBLICIZED.

8.D. (U) THE PROGRAM IS STRUCTURED TO USE EXISTING SUPPLY DOCUMENTS AND FILES (ARMY RECORDS INFORMATION MANAGEMENT SYSTEM (ARIMS)), THEREBY MINIMIZING UNIT ADMINISTRATIVE REQUIREMENTS. THE FRAMEWORK FOR THE EVALUATION INCLUDES COMPLIANCE TO CURRENT POLICY, TOTAL ARMY QUALITY PERFORMANCE IMPROVEMENT CRITERIA, LOGISTICAL IMPERATIVES IDENTIFIED AS SPECIAL INTEREST ITEMS IN THE COMMAND LOGISTICS REVIEW PROGRAM, AND MANAGEMENT CONTROL OBJECTIVES IDENTIFIED IN THE CSDP; ARMY G-4; AND CG, USAQMS SPECIAL EMPHASIS AREAS.

9. (U) MILESTONES.

- 9.A. (U) RELEASE ANNUAL NOTIFICATION MESSAGE - HQDA, 7 APRIL 2010.
- 9.B. (U) NOMINATIONS SUBMITTED BY COMMANDS, 2 AUGUST 2010.
- 9.C. (U) NOTIFICATION OF EVALUATION PLAN BY USAQMS, 10 AUGUST 2010.
- 9.D. (U) ON-SITE EVALUATIONS - USAQMS, 16 AUGUST 2010 THROUGH 16 MARCH 2011. (NOTE: NOMINATED UNITS MUST BE PREPARED FOR THE CSA SEA TEAM'S ON-SITE EVALUATION FROM 16 AUGUST 2010 THROUGH 16 MARCH 2011. THE SEA EVALUATION TEAM CAN PROCEED TO THE NEXT UNIT WITH A 24-HOUR NOTICE AND ALWAYS WITHIN A 30-DAY WINDOW OF SCHEDULED EVALUATION. IF UNITS CANNOT ACCOMMODATE THE EVALUATION TEAM DURING THE EVALUATION PERIOD, THEY WILL BE ELIMINATED FROM THE 2011 COMPETITION.)
- 9.E. (U) WINNERS AND RUNNERS-UP MESSAGE WILL BE RELEASED BY HQDA G-4 IN APRIL 2011.
- 9.F. (U) CSA CLEA CEREMONY AND BANQUET WILL OCCUR IN JUNE 2011.
10. (U) HQDA, ODCS, G-4 POC IS MS. MELISSA EMMONS, COMMERCIAL 703-692-9486 (DSN 224), OR E-MAIL: MELISSA.EMMONS@US.ARMY.MIL OR CSA.CLEA@HQDA.ARMY.MIL. SEA POC IS CW5 STEPHEN C. IKEDA, COMMERCIAL 804-734-3726 (DSN 687), OR E-MAIL: STEPHEN.IKEDA@US.ARMY.MIL
11. (U) THIS MESSAGE WILL EXPIRE IN SEPTEMBER 2011, UNLESS SUPERSEDED BY OFFICIAL GUIDANCE FROM HQ, DEPARTMENT OF THE ARMY.

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AMY.DOWNING (Drafter)

- ORIGINATORS

REMARKS ----- ! ORIGINATOR:  
Amy.Downing 4/14/2010 4:47:52 PM

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AMY.DOWNING (Releaser)

- RELEASERS

REMARKS ----- ! RELEASER:  
Amy.Downing 4/14/2010 4:47:52 PM MESSAGE RELEASED by : Amy.Downing  
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